

## CLAIMS

We claim:

1. A method of providing a service to a user of the service comprising the steps of:

    establishing a first communication connection, the first communication connection being between a user communication device and a service provider agent;

    requesting a service from the service provider agent via the first communication connection;

    providing location information identifying the location of the user to the service provider agent;

    dispatching a service provider to the user based upon the requested service and the location information;

    establishing a second communication connection, the second communication connection being between the user communication device and the service provider; and

    completing a service transaction via the second communication connection upon rendering of the service by the service provider.

2. The method of claim 1, wherein the first communication connection comprises a wireless communication connection selected from the group of wireless communication connections comprising: a cellular radiotelephone communication connection, a paging communication connection and a wireless data communication connection.

3. The method of claim 1, wherein the step of providing location information comprises determining location information at the user communication device and communicating the location information to the service provider agent via the first communication link.

4. The method of claim 1, wherein the second communication connection is established relative to the proximity of user communication device and the service provider.
5. The method of claim 1, wherein the second communication connection comprises a communication connection selected from the group of communication connections comprising a Bluetooth communication connection and an 802.11-type communication connection.
6. The method of claim 1, wherein the step of dispatching a service provider comprising obtaining service preference data for the user.
7. The method of claim 1, wherein the step of completing a service transaction comprises communicating an information token.
8. The method of claim 7, wherein the information token comprises service instructions.
9. The method of claim 7, wherein the information token comprises payment data.
10. The method of claim 1, wherein the step of requesting a service is affected in a single user action.
11. The method of claim 10, wherein the single user action comprises selection of a bookmark for establishing the first communication connection and requesting the service.
12. The method of claim 1, wherein the step of dispatching a service provider to the user comprises informing the user to transit to a location of the service provider.

13. A user communication device comprising:
- a processor coupled to a memory, the memory including a control program for controlling operation of the processor;
  - a transceiver coupled to the processor, the transceiver being operable to establish a first communication connection with a service provider agent and a second communication connection with a service provider; and
  - a user interface coupled to the processor;
- wherein, the processor is operable responsive to an input at the user interface to cause the transceiver to communicate via the first communication connection a service request to the service provider agent, the service request including location information relating to the user communication device, and to communicate service transaction data between the service provider via the second communication connection upon rendering of the requested service.
14. The user communication device of claim 13, wherein the location information comprises user communication device determined location data.
15. The user communication device of claim 13, wherein the service request comprises user service preference data.
16. The user communication device of claim 13, wherein the service request comprises user preference look-up data.
17. The user communication device of claim 13, wherein the first communication connection comprises a communication connection selected from the group of communication connections comprising a cellular radiotelephone communication connection, a paging communication connection and a wireless data communication connection.
18. The user communication device of claim 13, wherein the second communication connection is proximity limited.

19. The user communication device of claim 13, wherein the second communication connection comprises a communication connection selected from the group of communication connections comprising a Bluetooth communication connection and an 802.11-type communication connection.

20. The user communication device of claim 13, wherein the service transaction data comprises an information token.

21. The user communication device of claim 20, wherein the information token comprises data selected from the group of data comprising: service instruction data and service payment data.

22. The user communication device of claim 13, comprising a location detector coupled to the processor to provide the location information.

23. The user communication device of claim 13, wherein the processor is operable to affect the service request responsive to a single user action.

24. An apparatus comprising:

means for communicating a service request to a service provider agent;

means for providing location information associated with a user of the service to the service provider agent; and

means for communicating service transaction data with a service provider dispatched responsive to the service request and the location information.